



PASTRY BAKERY COFFEE CUISINE

PASTICCERIA INTERNAZIONALE

★ worldwide edition ★



HANDLE WITH CARE
AND CURIOSITY
“FRAGILE”
By Lorenzo Puca

IT'S ALL IN A GESTURE

10 YEARS OF
GELATO WORLD CUP

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From Via delle Arti to the world

Via delle Arti is the new brand by **Volcke Aerosol**, a large multinational group specializing in third-party contracts in the pharmaceutical, cosmetics and food sectors. Their acquisition of **Solchim** in Fiesco, in the province of Cremona, dated back to 2010 and in January 2023 it was transformed into **Volcke Aerosol Italy**. Now it is at the company premises in Via delle Arti that production takes place on a global level, taking advantage of the technological and innovative opportunities of aerosol applied to food decoration. Here the brand is illustrated by **Dario Steiner**, the president of the Board of Directors: "Via delle Arti is a very important step. It is the result of long time planning with a strong focus on details, in order to improve performance also through investments in terms of personnel and carefully planning the proper kind of message and image to convey. Although the ownership of the group is Belgian, the goal was to preserve our Italian roots even in the name of the brand, as a symbol of Made in Italy excellence, art and craftsmanship."



What products does the new range include?

It is very vast as a response to varied professional needs. It includes more than 25 colors for each category, ranging from natural to food grade synthetics, with a series of specific pantones, to obtain multiple nuances on the same product. There are velvet effect colors, pearly and satin matt colors; unmolding products; specific refrigerants and polishes for chocolate sculptures; protective jellies for both savory and sweet products, which improve durability and a shiny effect. Moreover, cocoa butters and liquid colorings for doughs.

Why is the aerosol technique an advantage?

The considerable advantages of aerosol are known thanks to spray whipped cream, but they are not yet fully exploited. Research is

constantly evolving and we are collaborating with the University of Cremona to test aerosol food products. Their benefits include absolute protection from external agents and absence of contamination, as well as functionality, allowing specific targeted and vehicular dosages and ease of use, given that they can replace airbrush. An interesting further development concerns decoration in drinks, considering that aerosols is fit for multiple combinations and mixes.

Does all this require a specific training?

We believe and invest a lot in training, both with our sales agents and customers. This is why we opened a training center at our premises in Fiesco and developed a training course to learn how to use our products.

Did this project include huge investments?

Yes, because a structural development was required adding more warehouses for the R&D labs and to the training center, where agents and clients can test our products and attend classes.

What about the task to convey the value of Made in Italy throughout the world?

Our parent company required the promotion of the Italian origin and character of our brand and production, with major internationalization projects. There are special product lines for export in the United States, in Japan and the Arab countries, including alcohol-free and halal-certified products, and thanks to the versatility and flexibility of our R&D department, we can respond to specific requests. Then, we are also very proud to support the Italian presence at the Coupe du Monde de la Pâtisserie through the Club Italia.

How do you address sustainability?

A manager is responsible of these issues and he also deals with international certifications. Then, we invest in specific R&D in order to work on new technologies and alternative gases to LPG.

viadellearti.it



A new way of making cakes

Block by **Martellato** comes from an idea of the World Chocolate Masters champion **Frank Haasnoot** and three new shapes are added to the range of silicone moulds for making modular desserts. They represent a new concept, which gives the possibility to create the layers of a dessert, to choose an ideal combination and to arrange them into a single portion. It is possible to decide whether to make it with two, three or more flavours, depending on one's creativity. Martellato silicone moulds are designed and produced entirely in Italy and follow high quality standards; a 60 x 40 tray can contain 4 Block items. martellato.it

